

Energy efficiency positioning in the system of innovative development of an enterprise

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Abstract

© 2015, Research India Publications. The place and part of energy saving and energy efficiency enhancement in the system of the priorities of innovative development are being considered throughout the given paper. It is being proved, that energy efficiency is becoming one of the most significant factors the innovative development of enterprises from various branches and scopes of activity tends to deploy around. A major emphasis is placed on comparison of linear and system approaches towards energy saving positioning and energy efficiency enhancement in the practice of innovative processes' management. The matrix of a company's positioning among the priorities in the field of energy saving and energy efficiency enhancement is being submitted. Positions of a company in the matrix are differentiated depending on power consumption of industrial process and parameters of energy efficiency in the use value of the production released. The process of choosing the position in the system of corresponding priorities is orientated towards an observation of a requirement for balancing four primary corporate values, including customers' needs satisfaction, competitive activity, realization of the internal strategies of growth and profit earning.

Keywords

Energy Efficiency, Energy Saving, Innovative Development Of An Enterprise, Positioning